Convention & Visitor Bureaus Report (Owner names listed are the reporting representatives of the stakeholder groups/organizations using this on-line reporting system)

\*\*Flathead CVB's Diane Medler is a very new reporter who just received reporting training. Butte CVB's Sara Rowe and the Great Falls CVB's Sarah Converse are no longer with those CVBs. The Havre CVB is the newest addition to this group and has not yet been added to the Strategic Plan reporting system\*\*

FY 2011 Q2 (Oct-Dec 2010) Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality Report Settings

Display Depth:	* Show All *	Status Filter:	* Show All *
Showing Tactics:	Yes	Tag Filter:	Responsible Partner: CVB
Review Sta	tus Symbol	s Legend	d
First Colum	n:		
Strategy Sta	tus: ★ Ahea	d of Plan	On Track ⊗ Behind Plan ● Off Track → Change
Tactic Start	Status: O	Started or	n Time 🛚 Started Late 🔝 Incomplete
Second Col	umn:		
Strategy Tre	nd: <b>1</b> Gett	ting Better	r → Staying the Same → Getting Worse
Tactic Curre	nt Status:	On Tra	ack 🔞 Behind Plan 🌘 Off Track
Third Colum	nn:		
Strategy Fut	ure Concern	: <b>L</b> Lo	ow Concern M Medium Concern H High Concern
Tactic Final	Status: O	Complete	ed on Time 🛇 Completed Late 🛑 Incomplete
√ Completed	•	On Hold	X Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.1.1.8: Big Sky CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Marne Hayes	?	?	?
1.1.1.1.8.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marne Hayes	?	?	
1.1.1.1.9: Billings CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Joan Kronebusch	?	?	?
1.1.1.1.9.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Joan Kronebusch			<b>\</b>
1.1.1.1.9.4: With the creation of the Billings TBID we have more funds for public and private partnerships.	Tactic	Joan Kronebusch	?	?	<b>&gt;</b>
1.1.1.1.10: Bozeman CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Cyndy Andrus	0	t	Н
1.1.1.1.11: Butte CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sara Rowe	?	?	?
1.1.1.1.1.1.1 Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Sara Rowe	?	?	
1.1.1.1.1.4: Philipsburgh, Gold West and the Butte CVB is cooping on a television campaign to 1.2 mil. households in Spokane, Id, NW Mt and Wash. Arranging the coop and production started in 11/08 with the the ads running 7/09 to 7/10.	Tactic	Sara Rowe	?	?	
1.1.1.1.1.15: I approached the local attractions about joining forces to sell one ticket to all attractions. It is called the Adventure pass. The att. all offered a discount of at least 30% and the CVB put it together. printing the passes and marketing them.	Tactic	Sara Rowe			~
1.1.1.1.12: Flathead CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Diane Medler	?	?	?
1.1.1.1.1.2.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Diane Medler			<b>~</b>
1.1.1.1.13: Great Falls CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sarah Converse	?	?	?
1.1.1.1.13.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Sarah Converse			X
1.1.1.1.14: Helena CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Mike Mergenthaler	0	1	L
1.1.1.1.14.1: Leverage public and private marketing investments to expand Montana's reach, penetrate	Tactic	Mike Mergenthaler	?	?	

new markets, and improve marketing effectiveness with a consistent message and brand.  1.1.1.1.15: Miles City CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.15.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.  Tactic	? 1	
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.15.1: Leverage public and private marketing investments to expand Montana's reach, penetrate Tactic John Laney	? 1	
1.1.1.1.15.1: Leverage public and private marketing investments to expand Montana's reach, penetrate Tactic John Laney		?
	)	,
1.1.1.1.16: Missoula CVB expand public-private marketing partnerships with tourism businesses and Barbara Ann Neilan ?	? 1	?
1.1.1.1.16.1: Leverage public and private marketing investments to expand Montana's reach, penetrate  Tactic Barbara Ann Neilan	? 1	,
new markets, and improve marketing effectiveness with a consistent message and brand.		
and attractions in publicity, web marketing, advertising, publications, and other promotions.		
new markets, and improve marketing effectiveness with a consistent message and brand.		~
1.1.1.1.7.2: Expand public-private partnerships for product development and maintenance  Tactic Marysue Costello		)
1.1.1.1.7.3: Garner private support to maintain & expand cross country ski, snowshoe & snowmobile trail systems.    Tactic   Marysue Costello   Tactic   Tac	$\circ$	
1.1.1.1.18: Whitefish CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	? 1	?
1.1.1.1.18.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	)	,
1.1.1.2.8: Big Sky CVB continue winter marketing, promoting Montana as a superb destination for skiing,  Marne Hayes	? 1	?
snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		
1.1.1.2.8.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.  Tactic Marne Hayes	)	,
1.1.1.2.8.2: Encourage businesses and communities to create packages/events highlighting unique	? 1	· >
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.9: Billings CVB continue winter marketing, promoting Montana as a superb destination for skiing,  Joan Kronebusch	? 1	
snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		
1.1.1.2.9.1: Based on market research, accentuate images and messages that appeal to each winter  Tactic  Joan Kronebusch	? 1	
target market segment.  1.1.1.2.9.2: Encourage businesses and communities to create packages/events highlighting unique  Tactic  Joan Kronebusch	? 1	· ×
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.10: Bozeman CVB continue winter marketing, promoting Montana as a superb destination for Cyndy Andrus	-	
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	-	H
1.1.1.2.10.1: Based on market research, accentuate images and messages that appeal to each winter  Tactic  Cyndy Andrus	0	)
target market segment.  1.1.1.2.10.2: Encourage businesses and communities to create packages/events highlighting unique  Tactic Cyndy Andrus	6	6
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.10.3: Increase nonresident visitation in winter season (Q1) by 15% by 2012.  Tactic Cyndy Andrus	5	5
1.1.1.2.11: Butte CVB continue winter marketing, promoting Montana as a superb destination for skiing,  Sara Rowe	? 1	? ?
snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		
1.1.1.2.11.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.  Sara Rowe	? 1	,
1.1.1.2.11.2: Encourage businesses and communities to create packages/events highlighting unique Tactic Sara Rowe	? 1	,
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.11.5: Joint Venture with Travel MT with madden winter insert. then market to the leads  Tactic  Tactic		
generated from this insert.  1.1.1.2.12: Flathead CVB continue winter marketing, promoting Montana as a superb destination for Diane Medler ?	? 1	) ?
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply		
seeking a "snow experience".  1.1.1.2.12.1: Based on market research, accentuate images and messages that appeal to each winter  Tactic  Diane Medler	? 1	,
target market segment.	_	-
winter experiences, and list them on Montana's winter web site: www.wintermt.com.		-
1.1.1.2.13: Great Falls CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	?   1	?   ?
seeking a "snow experience".  1.1.1.2.13.1: Based on market research, accentuate images and messages that appeal to each winter  Tautic Sarah Converse		
target market segment.	? 1	,
1.1.1.2.13.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	? 1	•
1.1.1.2.14: Helena CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a	? 1	?
"snow experience".		
1.1.1.2.14.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.    Tactic   Mike Mergenthaler   3	? 1	•
1.1.1.2.14.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.    Tactic   Mike Mergenthaler   7	? 1	,
1.1.1.2.15: Miles City CVB continue winter marketing, promoting Montana as a superb destination for John Laney	? 1	?
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		
1.1.1.2.15.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.  John Laney	? 1	,
1.1.1.2.15.2: Encourage businesses and communities to create packages/events highlighting unique	? 1	)

	Creation Status	Owner	Revi	ew S	tatus
winter experiences, and list them on Montana's winter web site: www.wintermt.com.					
1.1.1.2.16: Missoula CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Barbara Ann Neilan	?	?	?
1.1.1.2.16.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.16.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.17: West Yellowstone CVB continue winter marketing, promoting Montana as a superb destinatio for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Marysue Costello	?	?	?
1.1.1.2.17.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marysue Costello	?	?	
1.1.1.2.17.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marysue Costello	?	?	
1.1.1.2.18: Whitefish CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Jan Metzmaker	?	?	?
1.1.1.2.18.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jan Metzmaker			✓
1.1.1.2.18.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jan Metzmaker	?	?	<b>\</b>
1.1.1.3.7: Big Sky CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Marne Hayes	?	?	?
1.1.1.3.7.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marne Hayes	?	?	
1.1.1.3.7.2: Report bookings received by Montana industry participants.	Tactic	Marne Hayes	?	?	
1.1.1.3.8: Billings CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Joan Kronebusch	?	?	?
1.1.1.3.8.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Joan Kronebusch	?	?	<
1.1.1.3.8.2: Report bookings received by Montana industry participants.	Tactic	Joan Kronebusch	?	?	X
1.1.1.3.9: Bozeman CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Cyndy Andrus	0	1	L
1.1.1.3.9.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Cyndy Andrus	•	0	~
1.1.1.3.9.2: Report bookings received by Montana industry participants.	Tactic	Cyndy Andrus		0	<b>&gt;</b>
1.1.1.3.10: Butte CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Sara Rowe	?	?	?
1.1.1.3.10.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Sara Rowe	?	?	
1.1.1.3.10.2: Report bookings received by Montana industry participants.	Tactic	Sara Rowe	?	?	
1.1.1.3.11: Flathead CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Diane Medler	?	?	?
1.1.1.3.11.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Diane Medler	?	?	~
1.1.1.3.11.2: Report bookings received by Montana industry participants.	Tactic	Diane Medler	?	?	X
1.1.1.3.12: Great Falls CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Sarah Converse	?	?	?
1.1.1.3.12.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Sarah Converse	?	?	
1.1.1.3.12.2: Report bookings received by Montana industry participants.		Sarah Converse	?	?	
, , , ,	_	Mike Mergenthaler	?	?	?
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	_			
<ul> <li>1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).</li> <li>1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.</li> </ul>	Tactic	Mike Mergenthaler	?	?	
<ul> <li>1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).</li> <li>1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.</li> <li>1.1.1.3.13.2: Report bookings received by Montana industry participants.</li> </ul>	U	Mike Mergenthaler Mike Mergenthaler	?	?	
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1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.13.2: Report bookings received by Montana industry participants.  1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	Tactic	Mike Mergenthaler Mike Mergenthaler John Laney John Laney John Laney Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan Marysue Costello Marysue Costello	? ? ? ? ?	? ? ? ? ?	?
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.13.2: Report bookings received by Montana industry participants.  1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.14.2: Report bookings received by Montana industry participants.  1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.15.2: Report bookings received by Montana industry participants.  1.1.1.3.16.2: Report bookings received by Montana industry participants.  1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.16.2: Report bookings received by Montana industry participants.  1.1.1.3.16.2: Report bookings received by Montana industry participants.  1.1.1.3.16.2: Report bookings received by Montana industry participants.	Tactic O Tactic Tactic O Tactic O Tactic O Tactic Tactic Tactic Tactic Tactic	Mike Mergenthaler Mike Mergenthaler John Laney John Laney Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan Marysue Costello	? ? ? ? ?	? ? ? ? ?	?
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.13.2: Report bookings received by Montana industry participants.  1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.15.2: Report bookings received by Montana industry participants.  1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.16: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.  1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Mike Mergenthaler  Mike Mergenthaler  John Laney  John Laney  John Laney  Barbara Ann Neilan  Barbara Ann Neilan  Marysue Costello  Marysue Costello	? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	Statu
1.1.1.5.8: Big Sky CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Marne Hayes	?	?	?
1.1.1.5.8.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marne Hayes	?	?	
1.1.1.5.8.2: Pool state, region, local funds, databases to conduct ad conversion research, or use of online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	ther Tactic	Marne Hayes	?	?	
1.1.1.5.8.3: Obtain monthly lodging tax collection reports, to observe results from specific campaig and efforts, and use the information to improve future ROI.	ns Tactic	Marne Hayes	?	?	1
1.1.1.5.8.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marne Hayes	?	?	~
1.1.1.5.8.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marne Hayes	?	?	X
1.1.1.5.9: Billings CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Joan Kronebusch	?	?	?
1.1.1.5.9.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Joan Kronebusch	?	?	~
1.1.1.5.9.2: Pool state, region, local funds, databases to conduct ad conversion research, or use of online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	ther Tactic	Joan Kronebusch	?	?	×
1.1.1.5.9.3: Obtain monthly lodging tax collection reports, to observe results from specific campaig and efforts, and use the information to improve future ROI.	ns Tactic	Joan Kronebusch	?	?	~
1.1.1.5.9.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Joan Kronebusch	?	?	~
1.1.1.5.9.5: Report results of research to Strategic Plan stakeholders.	Tactic	Joan Kronebusch	?	?	X
1.1.1.5.10: Bozeman CVB enhance tracking and reporting of results and return on investment (ROI) fistate, regional, and CVB advertising efforts.	rom O	Cyndy Andrus	0	<b>→</b>	Н
1.1.1.5.10.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Cyndy Andrus	0	0	
1.1.1.5.10.2: Pool state, region, local funds, databases to conduct ad conversion research, or use online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	other Tactic	Cyndy Andrus	0	0	
1.1.1.5.10.3: Obtain monthly lodging tax collection reports, to observe results from specific campai and efforts, and use the information to improve future ROI.	gns Tactic	Cyndy Andrus	0	8	
1.1.1.5.10.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Cyndy Andrus	0	0	
1.1.1.5.10.5: Report results of research to Strategic Plan stakeholders.	Tactic	Cyndy Andrus	0	0	
1.1.1.5.11: Butte CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Sara Rowe	?	?	?
1.1.1.5.11.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Sara Rowe	?	?	
1.1.1.5.11.2: Pool state, region, local funds, databases to conduct ad conversion research, or use online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	other Tactic	Sara Rowe	?	?	
1.1.1.5.11.3: Obtain monthly lodging tax collection reports, to observe results from specific campai and efforts, and use the information to improve future ROI.	gns Tactic	Sara Rowe	?	?	1
1.1.1.5.11.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Sara Rowe	?	?	
1.1.1.5.11.5: Report results of research to Strategic Plan stakeholders.	Tactic	Sara Rowe	?	?	1
1.1.1.5.12: Flathead CVB enhance tracking and reporting of results and return on investment (ROI) frestate, regional, and CVB advertising efforts.	om O	Diane Medler	?	?	?
1.1.1.5.12.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Diane Medler	?	?	<b>✓</b>
1.1.1.5.12.2: Pool state, region, local funds, databases to conduct ad conversion research, or use online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	other Tactic	Diane Medler	?	?	×
1.1.1.5.12.3: Obtain monthly lodging tax collection reports, to observe results from specific campai and efforts, and use the information to improve future ROI.	gns Tactic	Diane Medler	?	?	X
1.1.1.5.12.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Diane Medler	?	?	X
1.1.1.5.12.5: Report results of research to Strategic Plan stakeholders.	Tactic	Diane Medler	?	?	X
1.1.1.5.13: Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) state, regional, and CVB advertising efforts.	from O	Sarah Converse	?	?	?
1.1.1.5.13.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Sarah Converse	0	?	
1.1.1.5.13.2: Pool state, region, local funds, databases to conduct ad conversion research, or use online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	other Tactic	Sarah Converse	?	?	×
1.1.1.5.13.3: Obtain monthly lodging tax collection reports, to observe results from specific campai and efforts, and use the information to improve future ROI.	gns Tactic	Sarah Converse	?	?	X
	Tactic	Sarah Converse	0	?	
1.1.1.5.13.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).		Sarah Converse		?	
	Tactic	ourum oumonoo			
improvements in return on investment (ROI).	<sup>m</sup> O	Mike Mergenthaler  Mike Mergenthaler	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.					
1.1.1.5.14.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Mike Mergenthaler	?	?	
1.1.1.5.14.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Mike Mergenthaler	?	?	
1.1.1.5.14.5: Report results of research to Strategic Plan stakeholders	Tactic	Mike Mergenthaler	?	?	?
<ul><li>1.1.1.5.15: Miles City CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.</li><li>1.1.1.5.15.1: Respond to consumer inquiries with Montana information, and maintain databases of</li></ul>	0	John Laney John Laney			
inquiries by date, source code, and interest.	Tactic	John Zanoy	?	?	
1.1.1.5.15.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	John Laney	?	?	
1.1.1.5.15.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	John Laney	?	?	
1.1.1.5.15.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	John Laney	?	?	
1.1.1.5.15.5: Report results of research to Strategic Plan stakeholders	Tactic	John Laney	?	?	
1.1.1.5.16: Missoula CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Barbara Ann Neilan	?	?	?
<ul><li>1.1.1.5.16.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.</li><li>1.1.1.5.16.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other</li></ul>	Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	
online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic		?	?	
1.1.1.5.16.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.16.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Barbara Ann Neilan	?	?	L
<ul><li>1.1.1.5.16.5: Report results of research to Strategic Plan stakeholders.</li><li>1.1.1.5.17: West Yellowstone CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.</li></ul>	Tactic	Barbara Ann Neilan Marysue Costello	?	?	?
1.1.1.5.17.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marysue Costello	?	?	
1.1.1.5.17.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Marysue Costello	?	?	
1.1.1.5.17.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Marysue Costello	?	?	
1.1.1.5.17.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marysue Costello	?	?	
1.1.1.5.17.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marysue Costello	?	?	?
<ul> <li>1.1.1.5.18: Whitefish CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.</li> <li>1.1.1.5.18.1: Respond to consumer inquiries with Montana information, and maintain databases of</li> </ul>	0	Jan Metzmaker Jan Metzmaker	?	?	·
inquiries by date, source code, and interest.	Tactic	oan wetzmaker	?	?	✓
1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Jan Metzmaker	?	?	×
1.1.1.5.18.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jan Metzmaker	?	?	~
1.1.1.5.18.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jan Metzmaker	?	?	×
1.1.1.5.18.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jan Metzmaker	?	?	X
1.1.2.1.1: Big Sky CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marne Hayes	?	?	?
1.1.2.1.1.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marne Hayes	?	?	
1.1.2.1.1.2: Update appropriate listings on Montanameetings.com.	Tactic	Marne Hayes	?	?	$ldsymbol{oxedsymbol{oxedsymbol{eta}}}$
1.1.2.1.1.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marne Hayes	?	?	
1.1.2.1.2: Billings CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Joan Kronebusch	?	?	?
1.1.2.1.2.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Joan Kronebusch	?	?	✓-
1.1.2.1.2.2: Update appropriate listings on montanameetings.com.	Tactic	Joan Kronebusch	?	?	X
1.1.2.1.2.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Joan Kronebusch	?	?	×
1.1.2.1.3: Bozeman CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Cyndy Andrus	0	<b>→</b>	Н
1.1.2.1.3.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Cyndy Andrus			
1.1.2.1.3.2: Update appropriate listings on montanameetings.com.	Tactic	Cyndy Andrus			X

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.2.1.3.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities		Cyndy Andrus			×
to assist with group and event recruitment.  1.1.2.1.4: Butte CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International		Sara Rowe	?	?	?
(DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.4.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	_	Sara Rowe	?	?	<u> </u>
and bidding efforts.	Tactic				<u> </u>
<ul><li>1.1.2.1.4.2: Update appropriate listings on montanameetings.com.</li><li>1.1.2.1.4.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities</li></ul>	Tactic	Sara Rowe Sara Rowe	?	?	<u> </u>
to assist with group and event recruitment.	Tactic	Sala Nowe	?	?	
1.1.2.1.5: Flathead CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Diane Medler	?	?	?
1.1.2.1.5.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Diane Medler	?	?	X
1.1.2.1.5.2: Update appropriate listings on montanameetings.com.	Tactic	Diane Medler	?	?	1
1.1.2.1.5.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and	Tactic	Diane Medler	?	?	×
universities to assist with group and event recruitment.	raciic	0 10			^
1.1.2.1.6: Great Falls CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Sarah Converse	?	?	?
1.1.2.1.6.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Sarah Converse	?	?	
1.1.2.1.6.2: Update appropriate listings on montanameetings.com.	Tactic	Sarah Converse	?	?	<del>                                     </del>
1.1.2.1.6.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities		Sarah Converse	?	?	
to assist with group and event recruitment.  1.1.2.1.7: Helena CVB amplify targeted sales and marketing to attract groups, meetings, and conferences		Mike Mergenthaler	?	?	?
to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0				
1.1.2.1.7.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.7.2: Update appropriate listings on montanameetings.com.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.7.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.8: Miles City CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	John Laney	?	?	?
1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	John Laney	?	?	
and bidding efforts. 1.1.2.1.8.2: Update appropriate listings on montanameetings.com.	Tactic	John Laney	?	?	
1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	John Laney	?	?	
1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Barbara Ann Neilan	?	?	?
1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.9.2: Update appropriate listings on montanameetings.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.10: West Yellowstone CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to MT, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marysue Costello	?	?	?
1.1.2.1.10.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	Marysue Costello	?	?	
and bidding efforts. 1.1.2.1.10.2: Update appropriate listings on montanameetings.com.	Tactic	Marysue Costello	?	?	-
1.1.2.1.10.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic	Marysue Costello	?	?	
universities to assist with group and event recruitment.  1.1.2.1.11: Whitefish CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association	0	Jan Metzmaker	?	?	?
International (DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.11.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	Jan Metzmaker	?	?	
and bidding efforts. 1.1.2.1.11.2: Update appropriate listings on montanameetings.com.		Jan Metzmaker			V
1.1.2.1.11.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic	Jan Metzmaker	?	?	0
universities to assist with group and event recruitment.	Tactic		?	?	×
1.1.2.2.8: Big Sky CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Marne Hayes	?	?	?
1.1.2.2.8.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marne Hayes	?	?	
1.1.2.2.8.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Marne Hayes	?	?	
1.1.2.2.9: Billings CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Joan Kronebusch	?	?	?
1.1.2.2.9.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Joan Kronebusch	?	?	✓

	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
	1.1.2.2.9.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Joan Kronebusch	?	?	~
	T.2.2.10: Bozeman CVB work with local sports groups/clubs to attract regional and national sports mpetitions in off-peak seasons.	0	Cyndy Andrus	0	t	M
	1.1.2.2.10.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Cyndy Andrus	•	0	
	1.1.2.2.10.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Cyndy Andrus		0	
	possibilities for events to be hosted in Montana.  1.2.2.11: Butte CVB work with local sports groups/clubs to attract regional and national sports mpetitions in off-peak seasons.	0	Sara Rowe	?	?	?
	1.1.2.2.11.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Sara Rowe	?	?	~
	downhill/XC ski facilities, etc.).  1.1.2.2.11.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Sara Rowe	O	?	+
	possibilities for events to be hosted in Montana.  1.2.2.12: Flathead CVB work with local sports groups/clubs to attract regional and national sports	0	Diane Medler	?	?	?
CO	mpetitions in off-peak seasons.  1.1.2.2.12.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rode) arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Diane Medler	?	?	×
	downhill/XC ski facilities, etc.).  1.1.2.2.12.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Diane Medler	?	?	×
	possibilities for events to be hosted in Montana.  1.2.2.13: Great Falls CVB work with local sports groups/clubs to attract regional and national sports	0	Sarah Converse	?	?	?
CO	mpetitions in off-peak seasons.  1.1.2.2.13.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Sarah Converse	?	?	
	downhill/XC ski facilities, etc.).  1.1.2.2.13.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Sarah Converse	?	?	+
	possibilities for events to be hosted in Montana.  1.2.2.14: Helena CVB work with local sports groups/clubs to attract regional and national sports	0	Mike Mergenthaler	?	?	?
CO	mpetitions in off-peak seasons.  1.1.2.2.14.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Mike Mergenthaler	?	?	-
	downhill/XC ski facilities, etc.).  1.1.2.2.14.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Mike Mergenthaler	?	?	+
1.	possibilities for events to be hosted in Montana.  1.2.2.15: Miles City CVB work with local sports groups/clubs to attract regional and national sports	O	John Laney	?	?	?
CO	mpetitions in off-peak seasons.  1.1.2.2.15.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	John Laney	?	?	-
	downhill/XC ski facilities, etc.).  1.1.2.2.15.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	John Laney	?	?	+
	possibilities for events to be hosted in Montana.  1.2.2.16: Missoula CVB work with local sports groups/clubs to attract regional and national sports	O	Barbara Ann Neilan	?	?	?
CO	mpetitions in off-peak seasons.  1.1.2.2.16.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Barbara Ann Neilan	?	?	
	downhill/XC ski facilities, etc.).  1.1.2.2.16.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Barbara Ann Neilan	?	?	+
1.	possibilities for events to be hosted in Montana.  1.2.2.17: West Yellowstone CVB work with local sports groups/clubs to attract regional and national	O	Marysue Costello	?	?	?
sp	orts competitions in off-peak seasons.  1.1.2.2.17.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Marysue Costello	?	?	-
	downhill/XC ski facilities, etc.).  1.1.2.2.17.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Marysue Costello	?	?	+
	possibilities for events to be hosted in Montana.  1.2.2.18: Whitefish CVB work with local sports groups/clubs to attract regional and national sports	O	Jan Metzmaker	?	?	?
CO	mpetitions in off-peak seasons.  1.1.2.2.18.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses,	Tactic	Jan Metzmaker	?	?	×
	downhill/XC ski facilities, etc.).  1.1.2.2.18.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jan Metzmaker	?	?	×
	1.2.4.8: Big Sky CVB target travel media to increase the visibility of Montana as a leisure travel stination. Proactively pitch Montana press releases and story ideas to travel media.	0	Marne Hayes	?	?	?
	1.1.2.4.8.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marne Hayes	?	?	Ħ
	<ul><li>1.1.2.4.8.2: Conduct publicity workshops for tourism businesses and attractions.</li><li>1.1.2.4.8.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and</li></ul>	Tactic Tactic	Marne Hayes Marne Hayes	?	?	+
	seasons.  1.2.4.9: Billings CVB target travel media to increase the visibility of Montana as a leisure travel stination. Proactively pitch Montana press releases and story ideas to travel media.	0	Joan Kronebusch	?	?	?
	1.1.2.4.9.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Joan Kronebusch	?	?	~
	<u> </u>	Tactic				
	1.1.2.4.9.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.9.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and	Tactic	Joan Kronebusch Joan Kronebusch	?	?	X

	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
	destination. Proactively pitch Montana press releases and story ideas to travel media.					
	1.1.2.4.10.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Cyndy Andrus	0	O	
	1.1.2.4.10.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Cyndy Andrus			
	1.1.2.4.10.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Cyndy Andrus	$\otimes$	$\otimes$	
	1.1.2.4.11: Butte CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Sara Rowe	?	?	?
	1.1.2.4.11.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Sara Rowe	?	?	
	1.1.2.4.11.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Sara Rowe	?	?	
	1.1.2.4.11.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Sara Rowe	?	?	
	1.1.2.4.12: Flathead CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Diane Medler	?	?	?
	1.1.2.4.12.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Diane Medler	?	?	<b>~</b>
	1.1.2.4.12.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Diane Medler	?	?	×
	1.1.2.4.12.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Diane Medler	?	?	X
	1.1.2.4.13: Great Falls CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Sarah Converse	?	?	?
	1.1.2.4.13.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Sarah Converse	?	?	
	1.1.2.4.13.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Sarah Converse	?	?	
	1.1.2.4.13.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Sarah Converse	?	?	
	1.1.2.4.14: Helena CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Mike Mergenthaler	?	?	?
	1.1.2.4.14.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Mike Mergenthaler	?	?	
	1.1.2.4.14.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Mike Mergenthaler	?	?	
	1.1.2.4.14.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Mike Mergenthaler	?	?	
	1.1.2.4.15: Miles City CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	John Laney	?	?	?
	1.1.2.4.15.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	John Laney	?	?	
	1.1.2.4.15.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	John Laney	?	?	
	1.1.2.4.15.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	John Laney	?	?	
	1.1.2.4.16: Missoula CVB target travel media to increase the visibility of Montana as a leisure travel	D	Barbara Ann Neilan	?	?	?
	destination. Proactively pitch Montana press releases and story ideas to travel media.	)	5			Ь—
	1.1.2.4.16.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	-
	<ul><li>1.1.2.4.16.2: Conduct publicity workshops for tourism businesses and attractions.</li><li>1.1.2.4.16.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets</li></ul>		Barbara Ann Neilan	_		-
	and seasons.  1.1.2.4.17: West Yellowstone CVB target travel media to increase the visibility of Montana as a leisure	Tactic	Marysue Costello	?	?	?
	travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	ivial ysue Costello		, i	f
	1.1.2.4.17.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marysue Costello	?	?	
	1.1.2.4.17.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marysue Costello	?	?	
	1.1.2.4.17.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Marysue Costello	?	?	
	and seasons.  1.1.2.4.18: Whitefish CVB target travel media to increase the visibility of Montana as a leisure travel	0	Jan Metzmaker	?	?	?
<b>—</b>	destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.18.1: Disseminate leads and industry trend information to tourism businesses and attractions.	•	Jan Metzmaker	_	Ļ	-
	•	Tactic		?	?	<b>×</b>
	1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jan Metzmaker	?	?	Х
	1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jan Metzmaker	?	?	✓
	1.1.2.5.8: Big Sky CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Marne Hayes	?	?	?
	1.1.2.5.8.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Marne Hayes	?	?	
	1.1.2.5.8.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marne Hayes	?	?	
	1.1.2.5.9: Billings CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Joan Kronebusch	?	?	?
	1.1.2.5.9.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Joan Kronebusch	?	?	✓
	1.1.2.5.9.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Joan Kronebusch	?	?	<b>~</b>
	1.1.2.5.10: Bozeman CVB to target tour operators to bring group tours and packaged vacations to	0	Cyndy Andrus	O	1	L
	Montana.  1.1.2.5.10.2: Focus on tour operators from the National Tour Association, American Bus Association, and Material Consideration of the National Con	Tactic	Cyndy Andrus	•	O	
<b>—</b>	and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.11: Butte CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Sara Rowe	?	?	?
<u> </u>		)			<u> </u>	
<u> </u>	1.1.2.5.11.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Sara Rowe	?	?	×
	1.1.2.5.11.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Sara Rowe	?	?	✓
1	1.1.2.5.12: Flathead CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Diane Medler	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.		Diane Medler	?	?	X
1.1.2.5.12.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Diane Medler	?	?	<b>✓</b>
1.1.2.5.13: Great Falls CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Sarah Converse	?	?	?
1.1.2.5.13.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Sarah Converse	?	?	
1.1.2.5.13.2: Focus on tour operators from the National Tour Association, American Bus Association,	Tactic	Sarah Converse	?	?	
and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.14: Helena CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Mike Mergenthaler	?	?	?
1.1.2.5.14.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Mike Mergenthaler	?	?	
1.1.2.5.14.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Mike Mergenthaler	?	?	
1.1.2.5.15: Miles City CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	John Laney	?	?	?
1.1.2.5.15.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	John Laney	?	?	
1.1.2.5.15.2: Focus on tour operators from the National Tour Association, American Bus Association,	Tactic	John Laney	?	?	
and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.16: Missoula CVB to target tour operators to bring group tours and packaged vacations to	0	Barbara Ann Neilan	?	?	?
Montana.  1.1.2.5.16.1: Promote Montana as an off-peak season destination for group/packaged educational and	_	Barbara Ann Neilan	?	?	
experiential tours. 1.1.2.5.16.2: Focus on tour operators from the National Tour Association, American Bus Association,		Barbara Ann Neilan	?	?	
and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.17: West Yellowstone CVB to target tour operators to bring group tours and packaged vacations to	Tactic	Marysue Costello	?	?	?
Montana.  1.1.2.5.17.1: Promote Montana as an off-peak season destination for group/packaged educational and	0	Marysue Costello			Ė
experiential tours.	Tactic	•	?	?	ļ
1.1.2.5.17.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marysue Costello	?	?	
1.1.2.5.18: Whitefish CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Jan Metzmaker	?	?	?
1.1.2.5.18.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Jan Metzmaker	?	?	×
1.1.2.5.18.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jan Metzmaker	?	?	×
1.1.3.2.8: Big Sky CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Marne Hayes	?	?	?
1.1.3.2.8.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Marne Hayes	?	?	
1.1.3.2.9: Billings CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Joan Kronebusch	?	?	?
1.1.3.2.9.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Joan Kronebusch	?	?	X
1.1.3.2.10: Bozeman CVB implement the new Montana tourism brand to enhance the state's image and	0	Cyndy Andrus	O	1	L
message in priority markets.  1.1.3.2.10.1; Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Cyndy Andrus	0	C	_
marketing efforts.  1.1.3.2.11: Butte CVB implement the new Montana tourism brand to enhance the state's image and		Sara Rowe	?	?	?
message in priority markets.  1.1.3.2.11.1: Encourage tourism and recreation partners to incorporate the Montana brand into		Sara Rowe	_	2	1
marketing efforts.  1.1.3.2.12: Flathead CVB implement the new Montana tourism brand to enhance the state's image and	Tactic	Diane Medler	?	?	?
message in priority markets.  1.1.3.2.12.1: Encourage tourism and recreation partners to incorporate the Montana brand into	0	Diane Medler			
marketing efforts.  1.1.3.2.13: Great Falls CVB implement the new Montana tourism brand to enhance the state's image and	Tactic		?	?	?
message in priority markets.	0	Sarah Converse	ſ	ſ	ſ
1.1.3.2.13.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Sarah Converse	?	?	
1.1.3.2.14: Helena CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Mike Mergenthaler	?	?	?
1.1.3.2.14.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Mike Mergenthaler	?	?	
1.1.3.2.15: Miles City CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	John Laney	?	?	?
1.1.3.2.15.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	John Laney	?	?	
1.1.3.2.16: Missoula CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Barbara Ann Neilan	?	?	?
1.1.3.2.16.1: Encourage tourism and recreation partners to incorporate the Montana brand into	_	Barbara Ann Neilan	?	?	
marketing efforts.  1.1.3.2.17: West Yellowstone CVB implement the new Montana tourism brand to enhance the state's		Marysue Costello	?	?	?
image and message in priority markets.	)		?	?	<u> </u>

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	tatus
marketing efforts.		lon Motzmakor	2	2	2
1.1.3.2.18: Whitefish CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Jan Metzmaker	?	?	?
1.1.3.2.18.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jan Metzmaker	?	?	<b>~</b>
1.1.3.2.18.2: WCVBhas incorporated elements of the brand into our travel planner,consumer show	Tactic	Jan Metzmaker	?	?	
displays, website and all our collateral.	Tactic	Morno Hoveo	?		?
1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Marne Hayes	?	?	
1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Joan Kronebusch	?	?	?
1.1.3.3.10: Bozeman CVB conduct educational workshops, presentations, and webinars to build	0	Cyndy Andrus	1	1	
marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.11: Butte CVB conduct educational workshops, presentations, and webinars to build marketing		Sara Rowe	?	?	?
capacity and awareness, and showcase successes, among community and business partners.	0	Sala Nowe	f	,	f
1.1.3.3.12: Flathead CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Diane Medler	?	?	?
1.1.3.3.13: Great Falls CVB conduct educational workshops, presentations, and webinars to build	0	Sarah Converse	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners.		Miles Mannesthales	2		?
1.1.3.3.14: Helena CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Mike Mergenthaler	?	?	?
1.1.3.3.15: Miles City CVB conduct educational workshops, presentations, and webinars to build	0	John Laney	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.16: Missoula CVB conduct educational workshops, presentations, and webinars to build marketing		Barbara Ann Neilan	?	?	?
capacity and awareness, and showcase successes, among community and business partners.	0				
1.1.3.3.17: West Yellowstone CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Marysue Costello	?	?	?
1.1.3.3.18: Whitefish CVB conduct educational workshops, presentations, and webinars to build marketing	C	Jan Metzmaker	?	?	?
capacity and awareness, and showcase successes, among community and business partners.  1.1.4.3.8: Big Sky CVB provide advanced training for Visitor Information Centers (VICs) in its area,	_	Marne Hayes	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	,	·	·	·
1.1.4.3.8.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marne Hayes	?	?	
1.1.4.3.8.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Marne Hayes	?	?	
possible. 1.1.4.3.8.3: MT VICs utilize training resources such as Montana Superhost and the National		Marne Hayes			
Association of Interpretation.	Tactic	Marrie Hayes	?	?	
1.1.4.3.9: Billings CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Joan Kronebusch	?	?	?
1.1.4.3.9.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Joan Kronebusch	?	?	,
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.9.2: VICs should coordinate hours/seasons of operation, and consolidate services where	racuc	loon Kronebuseb			*
possible.	Tactic	Joan Kronebusch	?	?	<b>&gt;</b>
1.1.4.3.9.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Joan Kronebusch	?	?	×
1.1.4.3.10: Bozeman CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Cyndy Andrus	$\overline{}$	•	1
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.10.1: Encourage site/service managers to collaborate with each other to provide	)	Cyndy Andrus	)	÷	_
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Cyridy Aridrus	O	O	
1.1.4.3.10.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Cyndy Andrus	О	0	
1.1.4.3.10.3: MT VICs utilize training resources such as Montana Superhost and the National	Tastia	Cyndy Andrus	_	$\overline{}$	
 Association of Interpretation.	Tactic	0	•	Ŷ	_
1.1.4.3.11: Butte CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Sara Rowe	?	?	?
1.1.4.3.11.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Sara Rowe	?	?	
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.11.2: VICs should coordinate hours/seasons of operation, and consolidate services where	T4:-	Sara Rowe	_		
·	Tactic		?	?	
possible.					./
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Sara Rowe	?	?	~
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.      1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area,	_	Sara Rowe Diane Medler	?	?	?
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Diane Medler	?	?	?
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	_	Diane Medler Diane Medler			?
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.      1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.      1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.      1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where	0	Diane Medler	?	?	? ~ ×
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National	O Tactic Tactic	Diane Medler Diane Medler	? ?	? ?	~
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic Tactic Tactic	Diane Medler Diane Medler Diane Medler Diane Medler	? ? ?	? ? ?	× ×
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	O Tactic Tactic	Diane Medler Diane Medler Diane Medler Diane Medler Sarah Converse	? ?	? ?	~
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.13.3 MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.13: Encourage site/service managers to collaborate with each other to provide	Tactic Tactic Tactic	Diane Medler Diane Medler Diane Medler Diane Medler	? ? ?	? ? ?	× ×
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic Tactic Tactic Tactic Tactic Tactic	Diane Medler Diane Medler Diane Medler Diane Medler Sarah Converse	? ? ? ?	? ? ? ?	× ×
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic Tactic Tactic O Tactic Tactic	Diane Medler Diane Medler Diane Medler Diane Medler Sarah Converse Sarah Converse Sarah Converse	? ? ? ? ?	? ? ? ? ?	× ×
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.  1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.  1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic Tactic Tactic Tactic Tactic Tactic	Diane Medler Diane Medler Diane Medler Diane Medler Sarah Converse Sarah Converse	? ? ? ?	? ? ? ?	× ×

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
1.1.4.3.14.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Mike Mergenthaler	?	?	
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.14.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Mike Mergenthaler	?	?	-
possible. 1.1.4.3.14.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.15: Miles City CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	John Laney	?	?	?
1.1.4.3.15.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	John Laney	?	?	-
1.1.4.3.15.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	John Laney	?	?	
1.1.4.3.15.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	John Laney	?	?	
1.1.4.3.16: Missoula CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Barbara Ann Neilan	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.16.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Barbara Ann Neilan	?	?	
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.16.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Barbara Ann Neilan	?	?	H
possible. 1.1.4.3.16.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Barbara Ann Neilan	?	?	
Association of Interpretation.  1.1.4.3.17: West Yellowstone CVB provide advanced training for Visitor Information Centers (VICs) in its	0	Marysue Costello	?	?	?
area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.17.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Marysue Costello	?	?	╁
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.17.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Marysue Costello	?	?	╁
possible.  1.1.4.3.17.3: MT VICs utilize training resources such as Montana Superhost and the National		Marysue Costello	?		-
Association of Interpretation.  1.1.4.3.18: Whitefish CVB provide advanced training for Visitor Information Centers (VICs) in its area,	Tactic	Jan Metzmaker	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.18.1: Encourage site/service managers to collaborate with each other to provide	0	Jan Metzmaker			<u> </u>
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.18.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Jan Metzmaker	?	?	~
possible.	Tactic		?	?	~
1.1.4.3.18.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Jan Metzmaker	?	?	<b>✓</b>
1.2.1.8: Big Sky CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Marne Hayes	?	?	?
1.2.1.8.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Marne Hayes	?	?	
1.2.1.8.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Marne Hayes	?	?	
1.2.1.9: Billings CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Joan Kronebusch	?	?	?
1.2.1.9.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Joan Kronebusch	?	?	~
1.2.1.9.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Joan Kronebusch	?	?	×
1.2.1.10: Bozeman CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Cyndy Andrus	*	t	L
1.2.1.10.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Cyndy Andrus	0	0	
1.2.1.10.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Cyndy Andrus	•	•	
1.2.1.11: Butte CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Sara Rowe	?	?	?
1.2.1.11.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Sara Rowe	?	?	<u> </u>
1.2.1.11.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Sara Rowe	?	?	
1.2.1.12: Flathead CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Diane Medler	?	?	?
facility use taxes.  1.2.1.12.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed and show benefits to residents (o.g., inhost taxes support for State Parks)	Tactic	Diane Medler	?	?	~
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).  1.2.1.1.2.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Diane Medler	?	?	×
build tourism awareness.  1.2.1.13: Great Falls CVB build awareness through publicity efforts about the new Montana Tourism Charter geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging		Sarah Converse	?	?	?
facility use taxes.  1.2.1.13.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	Tactic	Sarah Converse	?	?	$\vdash$
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	. 4500		?	?	<u> </u>

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
build tourism awareness. 1.2.1.14: Helena CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Mike Mergenthaler	?	?	?
1.2.1.14.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Mike Mergenthaler	?	?	
1.2.1.14.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Mike Mergenthaler	?	?	
1.2.1.15: Mlles City CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	John Laney	?	?	?
1.2.1.15.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	John Laney	?	?	
1.2.1.15.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	John Laney	?	?	
1.2.1.16: MIssoula CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Barbara Ann Neilan	?	?	?
1.2.1.16.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Barbara Ann Neilan	?	?	
1.2.1.16.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Barbara Ann Neilan	?	?	
1.2.1.17: West Yellowstone CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Marysue Costello	?	?	?
1.2.1.17.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Marysue Costello	?	?	
1.2.1.17.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Marysue Costello	?	?	
1.2.1.18: Whitefish CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Jan Metzmaker	?	?	?
1.2.1.18.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Jan Metzmaker	?	?	✓
1.2.1.18.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Jan Metzmaker	?	?	×
1.2.2.8: Big Sky CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Marne Hayes	?	?	?
1.2.2.8.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Marne Hayes	?	?	
1.2.2.8.2: Conduct outreach at state, regional, and local meetings and events.		Marne Hayes Marne Hayes	?	?	
1.2.2.8.3: Send e-mail communications to elected officials and MTRI agency directors.      1.2.2.8.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Marne Hayes	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.  1.2.2.9 Billings CVB provide concise, visual briefings and presentations to policy makers and business	0	Joan Kronebusch	?	?	?
groups about Montana tourism issues and benefits.  1.2.2.9.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Joan Kronebusch	?	?	/
members, constituents and elected officials.  1.2.2.9.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Joan Kronebusch	?	?	/
1.2.2.9.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Joan Kronebusch	?	?	1
1.2.2.9.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Joan Kronebusch	?	?	×
1.2.2.10: Bozeman CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Cyndy Andrus	0	t	L
1.2.2.10.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Cyndy Andrus	0	0	
1.2.2.10.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Cyndy Andrus	0	O	
1.2.2.10.3: Send e-mail communications to elected officials and MTRI agency directors.      1.2.2.10.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Cyndy Andrus	0	0	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Cyndy Andrus	•	•	0
1.2.2.11: Butte CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Sara Rowe	?	?	?
1.2.2.11.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Sara Rowe	?	?	
1.2.2.11.2: Conduct outreach at state, regional, and local meetings and events.     1.2.2.11.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic Tactic	Sara Rowe Sara Rowe	?	?	
1.2.2.11.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Sara Rowe	?	?	~
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.  1.2.2.12: Flathead CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Diane Medler	?	?	?
1.2.2.12.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Diane Medler	?	?	~
1.2.2.12.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Diane Medler	?	?	/
1.2.2.12.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Diane Medler	?	?	X
1.2.2.12.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Diane Medler	?	?	X

	Creation Status	Owner	Revi	ew S	Sta
1.2.2.13: Great Falls CVB provide concise, visual briefings and presentations to policy makers and business	0	Sarah Converse	?	?	
groups about Montana tourism issues and benefits.  1.2.2.13.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	_	Sarah Converse			+
members, constituents and elected officials.	Tactic	Carair Converse	?	?	
1.2.2.13.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Sarah Converse	?	?	
1.2.2.13.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Sarah Converse	?	?	
1.2.2.13.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Sarah Converse	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.  1.2.2.14: Helena CVB provide concise, visual briefings and presentations to policy makers and business	_	Mike Mergenthaler	?	?	+
groups about Montana tourism issues and benefits.	0	wike wergeninaler		•	
1.2.2.14.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Mike Mergenthaler	?	?	T
members, constituents and elected officials.	1	_			Ļ
1.2.2.14.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Mike Mergenthaler	?	?	1
1.2.2.14.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Mike Mergenthaler	?	?	+
1.2.2.14.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Mike Mergenthaler	?	?	
1.2.2.15: Miles City CVB provide concise, visual briefings and presentations to policy makers and business	_	John Laney	?	?	†
groups about Montana tourism issues and benefits.	0				
1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	John Laney	?	?	Ī
members, constituents and elected officials.					1
1.2.2.15.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	John Laney	?	?	4
1.2.2.15.3: Send e-mail communications to elected officials and MTRI agency directors.  1.2.2.15.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	John Laney	?	?	+
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	John Laney	?	?	
1.2.2.16: Missoula CVB provide concise, visual briefings and presentations to policy makers and business	_	Barbara Ann Neilan	?	?	1
groups about Montana tourism issues and benefits.	0				
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Barbara Ann Neilan	?	?	Ī
members, constituents and elected officials.	1				_
1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events.		Barbara Ann Neilan	?	?	1
1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Barbara Ann Neilan	?	?	4
1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Barbara Ann Neilan	?	?	
1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and	_	Marysue Costello	?	?	1
business groups about Montana tourism issues and benefits.	0				
1.2.2.17.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Marysue Costello	?	?	
members, constituents and elected officials.	1				
1.2.2.17.2: Conduct outreach at state, regional, and local meetings and events.		Marysue Costello	?	?	_
1.2.2.17.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Marysue Costello	?	?	4
1.2.2.17.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Marysue Costello	?	?	
1.2.2.18: Whitefish CVB provide concise, visual briefings and presentations to policy makers and business	_	Jan Metzmaker	?	?	
groups about Montana tourism issues and benefits.	0				
1.2.2.18.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Jan Metzmaker	?	?	
members, constituents and elected officials.		In a Martin and an			
1.2.2.18.2: Conduct outreach at state, regional, and local meetings and events.     1.2.2.18.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jan Metzmaker Jan Metzmaker	?	?	_
	Tactic		?	?	
1.2.2.18.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Jan Metzmaker	?	?	
1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on	_	Marne Hayes	?	?	
public and private lands, and use technology to encourage recreation in appropriate areas.	0	marrio i layee		ľ	
1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic	Marne Hayes	?	?	
publications and web sites by 2009.					
1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.		Marne Hayes	?	?	
1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Marne Hayes	?	?	
1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on	0	Joan Kronebusch	?	?	
nublic and private lands, and use technology to encourage recreation in appropriate areas		Joan Kronebusch	_		_
public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic	ocan ra chica accin	?	?	
public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.		Joan Kronebusch	?	?	
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1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.1.0: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic O Tactic	Joan Kronebusch Cyndy Andrus Cyndy Andrus	•	10	)
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic O Tactic	Joan Kronebusch Cyndy Andrus	• • •	100	
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.1.0: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic O Tactic Tactic	Joan Kronebusch Cyndy Andrus Cyndy Andrus		100	
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.     1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.     1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.     1.3.1.1.0: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.     1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.     1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.	Tactic  Tactic  Tactic  Tactic  Tactic	Joan Kronebusch Cyndy Andrus Cyndy Andrus Cyndy Andrus	?	<b>→</b> ○ ○ ○ ?	
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.10.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	Tactic O Tactic Tactic	Joan Kronebusch Cyndy Andrus Cyndy Andrus Cyndy Andrus Cyndy Andrus Cyndy Andrus Sara Rowe		0	
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.10.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.11: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic  Tactic  Tactic  Tactic  Tactic	Joan Kronebusch Cyndy Andrus Cyndy Andrus Cyndy Andrus Cyndy Andrus		0	
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1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.11: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.  1.3.1.11.2: Distribute responsible use materials at all visitor centers annually.	Tactic  Tactic  Tactic  Tactic  Tactic  Tactic  Tactic  Tactic  Tactic	Joan Kronebusch Cyndy Andrus Cyndy Andrus Cyndy Andrus Cyndy Andrus Sara Rowe Sara Rowe Sara Rowe	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.3.1.12.2: Distribute responsible use materials at all visitor centers annually.		Diane Medler	?	?	/
1.3.1.12.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Diane Medler	?	?	×
1.3.1.13: Great Falls CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate	0	Sarah Converse	?	?	?
areas.  1.3.1.13.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Sarah Converse	?	?	
1.3.1.13.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Sarah Converse	?	?	
1.3.1.13.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Sarah Converse	?	?	
<ul> <li>1.3.1.14: Helena CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.</li> <li>1.3.1.14.1: Incorporate responsible use messages and geotourism ethics into tourism marketing</li> </ul>	0	Mike Mergenthaler Mike Mergenthaler	?	?	?
publications and web sites by 2009.  1.3.1.14.2: Distribute responsible use messages and geologism ethics into tourism marketing publications and web sites by 2009.  1.3.1.14.2: Distribute responsible use materials at all visitor centers annually.	Tactic Tactic	Mike Mergenthaler	?	?	
1.3.1.14.3: Include GPS coordinates on trail maps to assist visitors.		Mike Mergenthaler	?	?	
1.3.1.15: Miles City CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	John Laney	?	?	?
1.3.1.15.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	John Laney	?	?	
1.3.1.15.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.15.3: Include GPS coordinates on trail maps to assist visitors.	Tactic Tactic	John Laney John Laney	?	?	-
1.3.1.16: Missoula CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	O	Barbara Ann Neilan	?	?	?
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Barbara Ann Neilan	?	?	
1.3.1.16.2: Distribute responsible use materials at all visitor centers annually.		Barbara Ann Neilan	?	?	
1.3.1.16.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Barbara Ann Neilan		?	
1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Marysue Costello	?	?	?
1.3.1.17.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marysue Costello	?	?	
1.3.1.17.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marysue Costello	?	?	
<ul><li>1.3.1.17.3: Include GPS coordinates on trail maps to assist visitors.</li><li>1.3.1.18: Whitefish CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities</li></ul>	Tactic	Marysue Costello Jan Metzmaker	?	?	?
on public and private lands, and use technology to encourage recreation in appropriate areas.  1.3.1.18.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	O	Jan Metzmaker			_
publications and web sites by 2009.	Tactic		?	?	~
1.3.1.18.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jan Metzmaker	?	?	<b>\</b>
1.3.1.18.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jan Metzmaker	?	?	×
1.3.2.8: Big Sky CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Marne Hayes	?	?	?
1.3.2.8.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Marne Hayes	?	?	
1.3.2.8.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.      1.3.2.9: Billings CVB coordinate local tourism marketing efforts with state/federal land management	Tactic	Marne Hayes  Joan Kronebusch	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.  1.3.2.9.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	0	Joan Kronebusch			`
appropriately aligned.  1.3.2.9.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Joan Kronebusch	?	?	×
availability of use, and appropriate types of recreation for public lands and related facilities.  1.3.2.10: Bozeman CVB coordinate local tourism marketing efforts with state/federal land management	Tactic	Cyndy Andrus	·	<u> </u>	M
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.  1.3.2.10.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Cyndy Andrus	)	•	
appropriately aligned.  1.3.2.10.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Cyndy Andrus	•	•	
1.3.2.11: Butte CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Sara Rowe	?	?	?
1.3.2.11.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Sara Rowe	?	?	
1.3.2.11.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Sara Rowe	?	?	
1.3.2.12: Flathead CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Diane Medler	?	?	?
1.3.2.12.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Diane Medler	?	?	✓
1.3.2.12.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.      1.3.2.13: Great Falls CVB coordinate local tourism marketing efforts with state/federal land management	Tactic	Diane Medler	?	?	?
1.3.2.13: Great Fails CVB coordinate local tourism marketing errorts with state/rederal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.  1.3.2.13.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	0	Sarah Converse Sarah Converse		?	
appropriately aligned.  1.3.2.13.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Sarah Converse	?	?	
availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	3.00	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
1.3.2.14: Helena CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Mike Mergenthaler	?	?	?
1.3.2.14.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Mike Mergenthaler	?	?	
1.3.2.14.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Mike Mergenthaler	?	?	
1.3.2.15: Miles City CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	John Laney	?	?	?
1.3.2.15.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	John Laney	?	?	
appropriately aligned.  1.3.2.15.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	John Laney	?	?	
availability of use, and appropriate types of recreation for public lands and related facilities.  1.3.2.16: Missoula CVB coordinate local tourism marketing efforts with state/federal land management		Barbara Ann Neilan	?	?	7
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.  1.3.2.16.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are	_	Barbara Ann Neilan		_	
appropriately aligned.  1.3.2.16.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Barbara Ann Neilan	?	?	
availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic		?	?	
1.3.2.17: West Yellowstone CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Marysue Costello	?	?	3
1.3.2.17.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are appropriately aligned.	Tactic	Marysue Costello	?	?	
1.3.2.17.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marysue Costello	?	?	
1.3.2.18: Whitefish CVB coordinate local tourism marketing efforts with state/federal land management	0	Jan Metzmaker	?	?	1
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.  1.3.2.18.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Jan Metzmaker	?	?	_
appropriately aligned.  1.3.2.18.2: Coordinate tourism marketing messages that incorporate an accurate and current status for		Jan Metzmaker			
availability of use, and appropriate types of recreation for public lands and related facilities.  1.4.1.1.1: Big Sky CVB use local historial/cultural/tribal attractions as venues for conferences, events, and	Tactic	Marne Hayes	?	?	ļ.,
educational seminars.	0	,	ŕ		
1.4.1.1.1.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Marne Hayes	?	?	
1.4.1.1.1.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marne Hayes	?	?	L
1.4.1.1.2: Billings CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Joan Kronebusch	?	?	
1.4.1.1.2.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Joan Kronebusch	?	?	,
1.4.1.1.2.2: Use creative venue ideas for recruitment of conventions.	Tactic	Joan Kronebusch	?	?	•
1.4.1.1.3: Bozeman CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Cyndy Andrus	0	+	I
1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Cyndy Andrus	0	0	
1.4.1.1.3.2: Use creative venue ideas for recruitment of conventions.	Tactic	Cyndy Andrus	O	O	
1.4.1.1.4: Butte CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Sara Rowe	?	?	
1.4.1.1.4.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Sara Rowe	?	?	
1.4.1.1.4.2: Use creative venue ideas for recruitment of conventions.	Tactic	Sara Rowe	?	?	*
1.4.1.1.5: Flathead CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Diane Medler	?	?	•
1.4.1.1.5.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue	Tactic	Diane Medler	?	?	,
		Diane Medler	?	?	•
for those attractions/services. 1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.	Tactic		?	?	ľ
for those attractions/services.  1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.  1.4.1.1.6: Great Falls CVB use local historial/cultural/tribal attractions as venues for conferences, events,	Tactic	Sarah Converse	'		
for those attractions/services.  1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.  1.4.1.1.6: Great Falls CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.  1.4.1.1.6.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue	_	Sarah Converse Sarah Converse	?	?	
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	1.5.1.1.15: Missoula CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.  1.5.1.1.15.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.15.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.1.16: West Yellowstone CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.  1.5.1.1.16.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.16.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.1.17.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by promotion efforts.	Tactic Tactic O Tactic Tactic Tactic Tactic Tactic	Barbara Ann Neilan Marysue Costello Marysue Costello Marysue Costello Jan Metzmaker Jan Metzmaker	? ? ?	? ? ?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
learning vacations, tribal activities).					
1.5.1.2.7.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Marne Hayes	?	?	
1.5.1.2.7.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marne Hayes	?	?	
1.5.1.2.7.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marne Hayes	?	?	
1.5.1.2.8: Billings CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	0	Joan Kronebusch	?	?	?
learning vacations, tribal activities).	_	la a a IZaa a ahaa ah			-
1.5.1.2.8.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Joan Kronebusch	?	?	✓
1.5.1.2.8.2: Package and promote to targeted resident and nonresident markets.	Tactic	Joan Kronebusch	?	?	×
1.5.1.2.8.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Joan Kronebusch	?	?	×
1.5.1.2.9: Bozeman CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,		Cyndy Andrus	_		-
learning vacations, tribal activities).  1.5.1.2.9.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	0	Cyndy Andrus	0	1	L
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic		0	0	
 1.5.1.2.9.2: Package and promote to targeted resident and nonresident markets.	Tactic	Cyndy Andrus	O	O	
1.5.1.2.9.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Cyndy Andrus	0	•	
1.5.1.2.10: Butte CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Sara Rowe	?	?	?
1.5.1.2.10.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Sara Rowe	?	?	
1.5.1.2.10.2: Package and promote to targeted resident and nonresident markets.	Tactic	Sara Rowe	?	?	┢
1.5.1.2.10.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Sara Rowe	?	?	
1.5.1.2.11: Flathead CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	0	Diane Medler	?	?	?
learning vacations, tribal activities).  1.5.1.2.11.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice		Diane Medler			
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Diane mealer	?	?	~
1.5.1.2.11.2: Package and promote to targeted resident and nonresident markets.	Tactic	Diane Medler	?	?	<b>~</b>
1.5.1.2.11.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Diane Medler	?	?	×
1.5.1.2.12: Great Falls CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Sarah Converse	?	?	?
1.5.1.2.12.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Sarah Converse	?	?	
1.5.1.2.12.2: Package and promote to targeted resident and nonresident markets.	Tactic	Sarah Converse	?	?	
 1.5.1.2.12.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Sarah Converse	?	?	L
 1.5.1.2.13: Helena CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Mike Mergenthaler	?	?	?
1.5.1.2.13.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Mike Mergenthaler	?	?	
1.5.1.2.13.2: Package and promote to targeted resident and nonresident markets.	Tactic	Mike Mergenthaler	?	?	
1.5.1.2.13.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Mike Mergenthaler	?	?	
1.5.1.2.14: Miles City CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	John Laney	?	?	?
1.5.1.2.14.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	John Laney	?	?	
1.5.1.2.14.2: Package and promote to targeted resident and nonresident markets.	Tactic	John Laney	?	?	
1.5.1.2.14.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	John Laney	?	?	
1.5.1.2.15: Missoula CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Barbara Ann Neilan	?	?	?
· · · · · · · · · · · · · · · · · · ·	_	Daulana Ana Mailan			
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions,	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.					
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	Tactic	Barbara Ann Neilan Barbara Ann Neilan Marysue Costello	?	?	?
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas,	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	?
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16. West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions,	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan Marysue Costello	? ? ?	?	?
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.16.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic Tactic O Tactic	Barbara Ann Neilan Barbara Ann Neilan Marysue Costello Marysue Costello Marysue Costello Marysue Costello	? ? ? ?	? ? ?	
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.	Tactic Tactic O Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan Marysue Costello Marysue Costello Marysue Costello	? ? ?	? ?	
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.16:1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.16:3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.17.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions,	Tactic Tactic O Tactic Tactic Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan Marysue Costello Marysue Costello Marysue Costello Marysue Costello	? ? ? ?	? ? ?	
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.  1.5.1.2.16.3: Include a fam tour of winter activities at region meetings and VIC workshops.  1.5.1.2.17.1: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	Tactic Tactic O Tactic Tactic Tactic Tactic O	Barbara Ann Neilan Barbara Ann Neilan Marysue Costello Marysue Costello Marysue Costello Marysue Costello Jan Metzmaker	? ? ? ? ?	? ? ? ?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	statu
1.5.1.3.8: Big Sky CVB encourage use of Montana products by restaurants, markets, retail shops, and	0	Marne Hayes	?	?	?
suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.8.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Marne Hayes	?	?	<del> </del>
and web sites, and at VICs.  1.5.1.3.8.2: Encourage producers to become active in local/regional tourism organizations, and network	k Tactic	Marne Hayes	?	?	$\vdash$
with tourism businesses to buy and/or promote their products.  1.5.1.3.8.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marne Hayes	?	?	$\vdash$
1.5.1.3.9: Billings CVB encourage use of Montana products by restaurants, markets, retail shops, and	raciic	Joan Kronebusch	?	?	?
suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.9.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	U	Joan Kronebusch			-
and web sites, and at VICs.	Tactic		?	?	~
1.5.1.3.9.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	<sup>K</sup> Tactic	Joan Kronebusch	?	?	×
1.5.1.3.9.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Joan Kronebusch	?	?	×
1.5.1.3.10: Bozeman CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Cyndy Andrus	0	<b>→</b>	L
1.5.1.3.10.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Cyndy Andrus	0	0	
1.5.1.3.10.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Cyndy Andrus			<del>                                     </del>
network with tourism businesses to buy and/or promote their products.  1.5.1.3.10.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Cyndy Andrus	ŏ	ŏ	$\vdash$
1.5.1.3.11: Butte CVB encourage use of Montana products by restaurants, markets, retail shops, and	74010	Sara Rowe	?	?	?
suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.11.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	0	Sara Rowe			-
and web sites, and at VICs.	Tactic		?	?	
1.5.1.3.11.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Sara Rowe	?	?	
1.5.1.3.11.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Sara Rowe	?	?	
1.5.1.3.12: Flathead CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Diane Medler	?	?	?
1.5.1.3.12.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Diane Medler	?	?	
and web sites, and at VICs.  1.5.1.3.12.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Diane Medler	?	?	¥
network with tourism businesses to buy and/or promote their products.  1.5.1.3.12.3: Ask restaurants to use local products for tourism meetings, workshops, etc.		Diane Medler			$\sim$
1.5.1.3.13: Great Falls CVB encourage use of Montana products by restaurants, markets, retail shops,	Tactic	Sarah Converse	?	?	?
and suppliers, to add value to local businesses and traveler experiences.	0				Ļ
1.5.1.3.13.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Sarah Converse	?	?	
1.5.1.3.13.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Sarah Converse	?	?	
1.5.1.3.13.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Sarah Converse	?	?	
1.5.1.3.14: Helena CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Mike Mergenthaler	?	?	?
1.5.1.3.14.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Mike Mergenthaler	?	?	
1.5.1.3.14.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Mike Mergenthaler	?	?	T
network with tourism businesses to buy and/or promote their products.  1.5.1.3.14.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Mike Mergenthaler	?	?	+
1.5.1.3.15: Miles City CVB encourage use of Montana products by restaurants, markets, retail shops, and		John Laney	?	?	?
suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.15.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tootio	John Laney	?	2	├
and web sites, and at VICs.  1.5.1.3.15.2: Encourage producers to become active in local/regional tourism organizations, and		John Laney		·	-
network with tourism businesses to buy and/or promote their products.	Tactic	·	?	?	<u> </u>
<ul><li>1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc.</li><li>1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and</li></ul>	Tactic	John Laney Barbara Ann Neilan	?	?	?
suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Barbara Ann Neilan	?	?	<del>                                     </del>
and web sites, and at VICs.  1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and		Barbara Ann Neilan	?		-
network with tourism businesses to buy and/or promote their products.	Tactic	Borbara Ann Nailan		?	-
1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc.  1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail	Tactic	Barbara Ann Neilan Marysue Costello	?	?	?
shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	0	Marysue Costello			╄
and web sites, and at VICs.	Tactic		?	?	_
1.5.1.3.17.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marysue Costello	?	?	
1.5.1.3.17.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marysue Costello	?	?	Ę
1.5.1.3.18: Whitefish CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Jan Metzmaker	?	?	?
1.5.1.3.18.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jan Metzmaker	?	?	~
1.5.1.3.18.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Jan Metzmaker	?	?	1
network with tourism businesses to buy and/or promote their products.	1	I	l .	1	*

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.6.1.1.2: Big Sky CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marne Hayes	?	?	?
1.6.1.1.2.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marne Hayes	?	?	
1.6.1.1.3: Billings CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Joan Kronebusch	?	?	?
1.6.1.1.3.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Joan Kronebusch	?	?	~
1.6.1.1.4: Bozeman CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	•	Cyndy Andrus	8	†	L
1.6.1.1.4.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Cyndy Andrus	•	•	
<ol> <li>1.6.1.1.5: Butte CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVI accreditation.</li> </ol>	3 0	Sara Rowe	?	?	?
1.6.1.1.5.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB	Tactic	Sara Rowe	?	?	
marketing budgets.  1.6.1.1.6: Flathead CVB join either Destination Marketing Assoc. International (DMAI) or the Western		Diane Medler	?	?	?
Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	D'a a Malla			
1.6.1.1.6.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Diane Medler	?	?	X
1.6.1.1.7: Great Falls CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Sarah Converse	?	?	?
<ol> <li>1.6.1.1.7.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.</li> </ol>	Tactic	Sarah Converse	?	?	
1.6.1.1.8: Helena CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Mike Mergenthaler	?	?	?
1.6.1.1.8.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Mike Mergenthaler	?	?	
1.6.1.1.9: Miles City CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	John Laney	?	?	?
1.6.1.1.9.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	John Laney	?	?	
1.6.1.1.10: Missoula CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Barbara Ann Neilan	?	?	?
1.6.1.1.10.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barbara Ann Neilan	?	?	1
1.6.1.1.11: West Yellowstone CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marysue Costello	?	?	?
1.6.1.1.11.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB	Tactic	Marysue Costello	?	?	1
marketing budgets.  1.6.1.1.12: Whitefish CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff	0	Jan Metzmaker	?	?	?
certification, CVB accreditation.  1.6.1.1.12.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB	Tactic	Jan Metzmaker	?	?	_
marketing budgets. 1.7.1.1: Big Sky CVB increase air service capacity to and from Montana cities.	0	Marne Hayes	?	?	?
1.7.1.1.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marne Hayes	?	?	
1.7.1.1.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Marne Hayes	?	?	
1.7.1.1.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Marne Hayes	?	?	
1.7.1.2: Billings CVB increase air service capacity to and from Montana cities.	0	Joan Kronebusch	?	?	?
1.7.1.2.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Joan Kronebusch	?	?	~
1.7.1.2.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Joan Kronebusch	?	?	~
1.7.1.2.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Joan Kronebusch	?	?	×
1.7.1.3: Bozeman CVB increase air service capacity to and from Montana cities.	0	Cyndy Andrus	*	t	L
1.7.1.3.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Cyndy Andrus	0	0	
1.7.1.3.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Cyndy Andrus	0	0	
1.7.1.3.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	T	Cyndy Andrus			×
new public use recreational airstrips.	Tactic		•	•	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
airlines about frequency, flight schedules, and year-round service.					
1.7.1.4.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Sara Rowe	0	?	
1.7.1.4.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Sara Rowe	?	?	
1.7.1.5: Flathead CVB increase air service capacity to and from Montana cities.	0	Diane Medler	?	?	?
1.7.1.5.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Diane Medler	?	?	<b>~</b>
1.7.1.5.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Diane Medler	?	?	<b>~</b>
1.7.1.5.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Diane Medler	?	?	X
1.7.1.6: Great Falls CVB increase air service capacity to and from Montana cities.	0	Sarah Converse	?	?	?
1.7.1.6.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Sarah Converse	?	?	
1.7.1.6.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Sarah Converse	?	?	
1.7.1.6.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Sarah Converse	?	?	<del> </del>
new public use recreational airstrips.  1.7.1.7: Helena CVB increase air service capacity to and from Montana cities.	0	Mike Mergenthaler	?	?	?
1.7.1.7.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Mike Mergenthaler	?	?	T
1.7.1.7.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Mike Mergenthaler	?	?	
secure additional airline service.  1.7.1.7.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Mike Mergenthaler	?	?	-
new public use recreational airstrips.  1.7.1.8: Miles City CVB increase air service capacity to and from Montana cities.		John Laney	?	?	?
1.7.1.8.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	O	John Laney			+
airlines about frequency, flight schedules, and year-round service.	Tactic	•	?	?	
1.7.1.8.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	John Laney	?	?	
1.7.1.8.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	John Laney	?	?	
1.7.1.9: Missoula CVB increase air service capacity to and from Montana cities.	0	Barbara Ann Neilan	?	?	?
1.7.1.9.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.9.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.9.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.10: West Yellowstone CVB increase air service capacity to and from Montana cities.	0	Marysue Costello	?	?	?
1.7.1.10.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marysue Costello	?	?	
1.7.1.10.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Marysue Costello	?	?	<del>                                     </del>
secure additional airline service.  1.7.1.10.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Marysue Costello	?	?	╁
new public use recreational airstrips.  1.7.1.11: Whitefish CVB increase air service capacity to and from Montana cities.	0	Jan Metzmaker	?	?	?
1.7.1.11.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with		Jan Metzmaker			
airlines about frequency, flight schedules, and year-round service.  1.7.1.11.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Jan Metzmaker	?	?	X
secure additional airline service.	Tactic		?	?	X
1.7.1.11.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Jan Metzmaker	?	?	×
1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.	0	Marne Hayes	?	?	?
1.9.2.8.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Marne Hayes	?	?	
<ul><li>1.9.2.8.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.</li><li>1.9.2.9: Billings CVB foster opportunities to pool public and private marketing dollars.</li></ul>	Tactic	Marne Hayes Joan Kronebusch	?	?	?
1.9.2.9.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions	Tactic	Joan Kronebusch	?	?	_
to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.9.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Joan Kronebusch	?	?	7
1.9.2.10: Bozeman CVB foster opportunities to pool public and private marketing dollars.	0	Cyndy Andrus	O	1	M
1.9.2.10.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and laverage lodging tay funds for higher impact	S Tactic	Cyndy Andrus	ŏ	Ó	
to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.10.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI	. Tactic	Cyndy Andrus	Ó	Ó	$\vdash$
1.9.2.11: Butte CVB foster opportunities to pool public and private marketing dollars.	0	Sara Rowe	?	?	?
1.9.2.11.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	S Tactic	Sara Rowe	?	?	
	. Tactic	Sara Rowe	?	?	L
1.9.2.11.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI			1 2	?	?
1.9.2.12: Flathead CVB foster opportunities to pool public and private marketing dollars.      1.9.2.12: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions.	0	Diane Medler Diane Medler	?	•	լ։

1.9.2.12.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. Tactic   Sarah Converse   7   7   9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.   Sarah Converse   7   7   7   7   7   7   7   7   7	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.9.2.13.** Coordinate the marketing efforts of Travel Mortana, regions, CVBs, businesses and attractions to pool marketing foliations and leverage lodings to know for hybrid pringed.  1.9.2.13.** Clearly define marketing strateges, funding needed annually, and methods for measuring ROI.  1.9.2.14.** Coordinate the marketing efforts of Travel Mortana, regions, CVBs, businesses and attractions to pool marketing definish and leverage lodging to know for high pringed.  1.9.2.15.** Clearly define marketing efforts of Travel Mortana, regions, CVBs, businesses and attractions to pool marketing definish and leverage lodging to know forther in the pringed of the pri	1.9.2.12.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.		Diane Medler	?	?	-
to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.4. Everage define marketing patrategies, funding needed annually, and methods for measuring RO.  1.9.2.1.4. Helena CVB foster opportunities to pool public and private marketing dollars.  1.9.2.1.4. Everage define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Everage lodging tax funds for higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions for pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions for pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds to higher impact.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars.  1.9.2.1.6. Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds to higher impact.  1.9.2.1.6. White interpretations and leverage lodging tax funds to higher impact.  1.9.2.1.6. Single Montana Propretations to hi	1.9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.	0	Sarah Converse	?	?	?
1.02.13.2 Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.02.14.1 Honor Golfes and provised marketing dollars. 1.02.14.1 Coordinate the marketing offorts of Travel Kontran, regions, CVBs, businesses and attractions of the CVBs. CVBs. Districts of the		Tactic	Sarah Converse	?	?	
1.9.2.1.4. Helena CVB foster coportunities to pool public and private marketing dollars.  1.9.2.1.6. Underdrake the marketing efforts of Travel Mortana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.1.6. Whiles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.1.6. Whiles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.1.6. Whiles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.1.6. Whiles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for higher impact.  1.9.2.1.6. Whiles City dollars and leverage lodging tax funds for hig		Tactic	Sarah Converse	?	?	
to pool marketing dollars and leverage loding tax funds for higher impact.  1.9.2.16.2 Elicity defire marketing strategies, funding needed annually, and methods for measuring ROI. Tactic Mike Mergenthaler 7 2.  1.9.2.15.1 Miles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.16.1 Miles City CVB foster opportunities to pool public and private marketing dollars.  1.9.2.16.1 Miles City defire marketing efforts of Travel Montana, regions, CVBs, businesses and attractions of the control of the co		0			_	?
1.9.2.1.4.2 Clearly define marketing strategies, funding needed annually, and methods for measuring ROL   Tack:   John Laney   7   1.9.2.1.5.1 (Coordinate the marketing efforts of Travel Montrain, regions, CVBs, businesses and attractions to pool marketing dollars and levereppe lodging star funds for higher impact.   1.9.2.1.5.1 (Coordinate the marketing efforts of Travel Montrain, regions, CVBs, businesses and attractions   7   7   7   7   7   7   7   7   7		Tactic	Mike Mergenthaler	?	?	
1.9.2.15.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions from pool marketing oldinars and twarego lodging start funds for higher improach.  1.9.2.15.2: Clearly define marketing strategess, funding needed annually, and methods for measuring ROI.  1.9.2.16.1: Coordinate the marketing strategess, funding needed annually, and methods for measuring ROI.  1.9.2.16.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing deliars and everage lodging start funds for higher improach.  1.9.2.17.1: Coordinate the marketing strategies, funding needed annually, and methods for measuring ROI.  1.9.2.17.1: Coordinate the marketing strategies, funding needed annually, and methods for measuring ROI.  1.9.2.17.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing deliars and everage lodging start kinds for higher improach marketing deliars.  1.9.2.18.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing deliars and everage lodging start kinds for higher improach annually, and methods for measuring ROI.  1.9.2.18.1: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.  1.9.2.18.2: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing deliars.  1.9.2.18.2: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing deliars.  1.9.2.18.2: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions of the pool marketing deliars.  1.9.2.18.2: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions of the pool of the		Tactic	Mike Mergenthaler	?	?	
to pool marketing dollars and leverage lodging tax funds for higher impact.  19.2.16.2 Clearly define marketing strategies, kinding needed annually, and methods for measuring ROI. Tacke John Laney 7 2  19.2.16.1 Clearly define marketing strategies, kinding needed annually, and methods for measuring ROI. Tacke John Laney 7 2  19.2.16.1 Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions 1, 200 marketing dollars and leverage lodging tax funds for higher impact.  19.2.16.1 Clearly define marketing strategies, kinding needed annually, and methods for measuring ROI. Tacke Barbara Ann Nellan 7 7  19.2.17.1 Clearly define marketing fortos of Travel Montana, regions, CVBs, businesses and attractions 1, 200 marketing dollars and leverage lodging tax funds for higher impact.  19.2.16.1 Clearly define marketing fortos of Travel Montana, regions, CVBs, businesses and attractions 1, 200 marketing dollars and leverage lodging tax funds for higher impact.  19.2.16.1 Clearly define marketing fortos of Travel Montana, regions, CVBs, businesses and stractions 1, 200 marketing dollars and leverage lodging tax funds for higher impact.  19.2.16.1 Clearly define marketing fortos of Travel Montana, regions, CVBs, businesses and stractions 1, 200 marketing dollars and leverage lodging tax funds for higher impact.  19.2.16.1 Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and stractions 1, 200 marketing dollars.  19.3.1 Sing SN CVB enhance funding for CVB marketing afforts.  19.3.2 Sing SN CVB enhance funding for CVB marketing afforts.  19.3.3.3 Sing SN CVB enhance funding for CVB marketing afforts.  19.3.3.3 Clearly used grants with economic development and/or onroproffit organizations for cooperative projects.  19.3.3.4 Single seak grants with economic development and/or onroproffit organizations for cooperative projects.  19.3.3.5 Security seek grants with economic development and/or onroproffit organizations for cooperative projects.  19.3.3.6 Security seek gra	1.9.2.15: Miles City CVB foster opportunities to pool public and private marketing dollars.	0	John Laney	?	?	?
1.9.2.16. Missoula CVB toster opportunities to pool public and private marketing dollars.  1.9.2.16.2 Coordinate the marketing difforts of Travel Montana, regions, CVBs, businesses and attraction to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.16.2 Clearly define marketing strategies, funding needed annually, and methods for measuring RXI Tractic Barbara Ann Nellan ?  1.9.2.17.2 Clearly define marketing strategies, funding needed annually, and methods for measuring RXI Tractic Barbara Ann Nellan ?  1.9.2.17.2 Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool public and private marketing dollars.  1.9.2.17.2 Clearly define marketing efforts of Tractic Indiana, and the private massuring RXI Tractic Marysue Costello ?  1.9.2.18.2 Clearly define marketing strategies, funding needed annually, and methods for measuring RXI Tractic Marysue Costello ?  1.9.2.18.2 Clearly define marketing efforts of Tractic Indiana, and the private marketing dollars.  1.9.2.18.2 Clearly define marketing efforts of Tractic Indiana, and the private marketing dollars.  1.9.2.18.2 Clearly define marketing efforts of Tractic Indiana, and the private in the private public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreasion.  1.9.3.7.2 Stratify seek grarts with economic development and/or nonprofit organizations for cooperative projects.  1.9.3.8.2 Stratify seek grarts with economic development and/or nonprofit organizations for cooperative projects.  1.9.3.8.2 Stratify seek grarts with economic development and/or nonprofit organizations of cooperative projects.  1.9.3.8.3 Strating and marketing budgets.  1.9.3.8.3 Strating have a capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreasion.  1.9.3.1.2 Strating have a capacity by building partnerships with private, public, tribal and nonprofit organizatio	to pool marketing dollars and leverage lodging tax funds for higher impact.		John Laney			
1.9.2.16.1 Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions for pool marketing dollars and leverage lodging tax ultrush for higher impact.  1.9.2.16.2 Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. Tractic learning of the pool public and private marketing dollars.  1.9.2.17.1 Coordinate the marketing strategies, funding needed annually, and methods for measuring ROI. And the property of the property of the property of the property and the property of the property		Tactic			_	↓_
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1.9.3.13.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to Tactic Mike Mergenthaler ? ?	organizations to address regional and local issues related to tourism and recreation.					

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
enhance operations and marketing budgets.					
1.9.3.14: Miles City CVB enhance funding for CVB marketing efforts.	0	John Laney	?	?	?
1.9.3.14.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	John Laney	?	?	
1.9.3.14.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	John Laney	?	?	
1.9.3.14.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	John Laney	?	?	
1.9.3.15: Missoula CVB enhance funding for CVB marketing efforts.	0	Barbara Ann Neilan	?	?	?
1.9.3.15.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Barbara Ann Neilan	?	?	
1.9.3.15.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Barbara Ann Neilan	?	?	
1.9.3.15.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Barbara Ann Neilan		?	
1.9.3.16: West Yellowstone CVB enhance funding for CVB marketing efforts.	0	Marysue Costello	?	?	?
1.9.3.16.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marysue Costello	?	?	
1.9.3.16.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Marysue Costello	?	?	
1.9.3.16.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Marysue Costello	?	?	
1.9.3.17: Whitefish CVB enhance funding for CVB marketing efforts.	0	Jan Metzmaker	?	?	?
1.9.3.17.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jan Metzmaker	?	?	
1.9.3.17.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jan Metzmaker	?	?	
1.9.3.17.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Jan Metzmaker	?	?	
1.10.2.7: Big Sky CVB create public/private/tribal partnerships for cooperative project implementation.	0	Marne Hayes	?	?	?
1.10.2.7.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Marne Hayes	?	?	
1.10.2.8: Billings CVB create public/private/tribal partnerships for cooperative project implementation.	0	Joan Kronebusch	?	?	?
1.10.2.8.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Joan Kronebusch	?	?	✓
1.10.2.9: Bozeman CVB create public/private/tribal partnerships for cooperative project implementation.	0	Cyndy Andrus	0	1	L
1.10.2.9.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Cyndy Andrus	$\otimes$	0	
1.10.2.10: Butte CVB create public/private/tribal partnerships for cooperative project implementation.	0	Sara Rowe	?	?	?
1.10.2.10.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Sara Rowe	?	?	
1.10.2.11: Flathead CVB create public/private/tribal partnerships for cooperative project implementation.	0	Diane Medler	?	?	?
1.10.2.11.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Diane Medler	?	?	✓
1.10.2.12: Great Falls CVB create public/private/tribal partnerships for cooperative project implementation.	0	Sarah Converse	?	?	?
1.10.2.12.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Sarah Converse	?	?	
1.10.2.13: Helena CVB create public/private/tribal partnerships for cooperative project implementation.	0	Mike Mergenthaler	?	?	?
1.10.2.13.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Mike Mergenthaler	?	?	
1.10.2.14: Miles City CVB create public/private/tribal partnerships for cooperative project implementation.	0	John Laney	?	?	?
1.10.2.14.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	John Laney	?	?	
1.10.2.15: Missoula CVB create public/private/tribal partnerships for cooperative project implementation.	0	Barbara Ann Neilan	?	?	?
1.10.2.15.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Barbara Ann Neilan	?	?	
1.10.2.16: West Yellowstone CVB create public/private/tribal partnerships for cooperative project implementation.	0	Marysue Costello	?	?	?
1.10.2.16.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Marysue Costello	?	?	
1.10.2.17: Whitefish CVB create public/private/tribal partnerships for cooperative project implementation.	0	Jan Metzmaker	?	?	?
1.10.2.17.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Jan Metzmaker	?	?	